

Press Release

Japan National Tourism Organization at the MATTA FAIR® September 2019

Japan National Tourism Organization (日本国家旅游局) is pleased to inform that we are participating in the MATTA FAIR® September KL 2019 at PWTC, from 6 - 8 September 2019.

★ MATTA FAIR® September KL 2019 Theme: Japan Wanderlust (日本・美轮美奂)

Travel across Japan, you will find enriched cultural heritages, industry-leading architecture/design, and a highly seasonal beauty in everything from picture-perfect gardens to department stores and cuisine. Japan is a land of vastly different climates. The archipelago stretches nearly 3000 kilometers from north to south, which allowing visitors to experience a wide range of natural sights from the drift ice in the seas off Hokkaido to the mangrove jungles in Okinawa. Those experiences will make you wanderlust to Japan and you will discover many wonderful things in Japan every time you travel.

There are four seasons in Japan: March to May is spring; June to August is summer; September to November is autumn; and December to February is winter. Each season has very different temperatures and climates, which show a different impression. So that you can enjoy different attractions every time you visit and motivate you to revisit same places again in different seasons.

During the early phase of Autumn which from late September to end November, Koyo (autumn leaves) is found in the city as well as at the mountainside. Either strolling around the cities or hiking is a popular choice to enjoy the colourful leaves and taking the instagrammable photos. The transformation of autumn leaves in Japan is considered as one of the most beautiful Autumn Season in the world. This is unsurprising when you consider the country's with his unique geographical profile – almost 70 percent of its land is covered by forests populated with deciduous trees.

Winter approaches after the colorful months of Autumn. Big cities such as Tokyo and Osaka generally experience short winters with cold but sunny days and occasional snowfall. But the further you head into the northern part of Japan such as Hokkaido, Tohoku or mountainous regions the winters can be long and cold with high levels of snowfall for several months of the year. Beside of ski activities, Onsen (natural hot springs) are popular right across Japan, is a highly recommended experience for anyone on a journey to Japan.

Japan have variety areas which is still not well discover by Malaysian such as Tohoku, Kyushu, Okinawa areas which worth to visit for their natural beauty and traditional cultures. Besides, there are train passes which exclusively for foreign travelers to explore all around Japan, its helps your trip become more efficient and cost saving. Shopping is the activity that cannot be missed out, you can enjoy your shopping experience at the outlet park and many others shopping facilities in Japan. For this Matta Fair, Japan Pavilion there are 20 organizations from Japan will promote their attractions and services. Please do visit JNTO and Japan Exhibitors booth during the Matta Fair to get your Japan travel information.

That's not all, come join us for fun and games at MATTA FAIR® September KL 2019. Shoot your way to amazing prizes in Shateki (Popular Japanese shooting game), get to learn and customized your Ikebana and take memorable photos in traditional Japanese Yukata. Food lovers rejoice as we will be having a Taiyaki and Okonomiyaki live demonstration and visitors will get a true taste of Japan. Adults and kids can get a prize through an excited JanKen Pon (Japanese style Rock-paper-scissors). There will also be a sharing session by Muslim influencer on where and what to visit for Muslim visitors in Japan. The latest information can be obtained at the exhibitor booth from Japan.

So Hurry! Come and visit this 6th – 8th September 2019 at the PWTC to know more about your next trip to Japan!

★ List of Japan exhibitors include: prefectural offices, government and private organizations

JAPAN Exhibitors

<Local Government 7>

1. Fukuoka Tourism Promotion Association/Nishitetsu Group
2. HOKKAIDO
3. KANSAI Tourism Bureau
4. OKAYAMA
5. OKINAWA – Oasis of Japan-/ 沖縄
6. TOHOKU JAPAN
7. WAKAYAMA/和歌山

<Transportation 5>

8. Central Japan (JR-Central)
9. JR EAST & GALA YUZAWA
10. JR KYUSHU (KYUSHU RAILWAY COMPANY)
11. JR-WEST (WEST JAPAN RAILWAY)
12. OSAKA KYOTO NARA Rail Travel Information

<Accommodation 4>

13. dormy inn / Onyada Nono / Global Cabin
14. Hankyu-Hanshin-Daiichi Hotel Group
15. JR-EAST HOTELS
16. JR-West Hotels

<Retail & Other 4>

17. AEON HOKKAIDO(Retail)
18. Mitsui Shopping Park & MITSUI OUTLET PARK(Retail)
19. PREMIUM OUTLETS JAPAN(Retail)
20. SAMURAI WiFi(Other)

Japan Exhibitors - PR Timetable

Japan Exhibitors will introduce their attractions, services and give you more information on their stage. Please check out the schedule below!

6th Sep 2019 (Fri) / 3:45pm – 4:00pm / 5:00pm – 5:30pm

7th Sep 2019 (Sat) / 12:00noon – 12:30pm / 3:30pm – 4:00pm / 5:00pm – 5:45pm

8th Sep 2019 (Sun) / 12:00noon – 12:45pm / 3:15pm – 4:00pm / 5:00pm – 5:30pm

Also, a special gift will be given to visitors who take part in our questionnaire survey & click “like” on our Facebook Page. Like us on Facebook! : <http://facebook.com/Visit.My.Japan/>

So, come and visit our booth to find out more about wonderful Japan! Endless discovery awaits you!

Booth No.: 1161-1184 (Hall -1)

In Matta 2019 September, Japan booth decoration concept is “道” (path or route). This “道” means a broader philosophical concept. 道 in the name of Japanese and Martial arts which signify a process , an art should be performed in order to achieve a specific goal. With this concept, there will be path in the center of Japan booth which leads you the wanderlust of Japan. Also you will find the Japanese traditional motif decorations and some activities related to Japanese and Martial arts such as Ikebana Workshop.

★ Gift Redemption for Japan travel products purchase

Show the original copy of the booking receipt and your itinerary to redeem your gift, while stocks last. (T&C apply)

You can get a FREE Multipurpose Pouch if you purchase Japan Travel Packages, and a Stainless Steel Straw Set when you purchase Japan Travel Pass at **MATTA FAIR® September KL 2019**.



Multipurpose Pouch



Stainless Steel Straw Set

★ Highlights of the Japan Pavilion

Activities: Taiyaki & Okonomiyaki Live Demonstration

Taiyaki (鯛焼き) and Okonomiyaki (お好み焼き) both are the common and traditional food at Japan. We will have fascinating demonstration followed by the tasting. Don't miss it!

Dates & Times:

Taiyaki - 7th September 2019 (Sat) : 4.00pm – 5.00pm
Okonomiyaki - 8th September 2019 (Sun) : 4.00pm – 5.00pm



Activities: Yukata Photo Session

Yukata (浴衣) is a Japanese garment, a casual summer kimono usually made of cotton or synthetic fabric, and unlined. Popular to be worn during Matsuri season in Japan. Try and enjoy taking photo with Japanese Beautiful backdrop.

Dates & Times:

6th September 2019 (Fri) : 11.30am – 12.30pm, 2.30pm – 3.15pm, 6.30pm – 7.00PM
 7th September 2019 (Sat) : 11.00am – 12.00pm, 6.30pm – 7.00pm
 8th September 2019 (Sun) : 11.00am – 12.00pm, 6.30pm – 7.00pm



Activities: Ikebana Workshop

Ikebana is the Japanese art of flower arranging, blossoms, branches, leaves, and stems find new life as materials for artmaking.

It is also known as Kadō (華道, "way of flowers"). Participants can join and learn this Japanese culture with taking back your own art piece.

Dates & Times:

7th - 8th Sep 2019 (Sat & Sun) : 2:00pm - 3:00pm



Activities: Shateki Shooting Game

Shateki (射的) is a gun shooting game that has been played in Japan for a very long time. It is a very fun game where you use the rifle to shoot down a prize. Come and knock it down then you have won the prize!



Dates & Times:

**6th September 2019 (Fri) : 12.30pm – 1.00pm,
3.15pm – 3.45pm, 6.00pm -6.30pm**
7th September 2019 (Sat) : 6.00pm – 6.30pm
8th September 2019 (Sun) : 6.00pm –6.30pm

Activities: JanKen Pon Game

JanKen (じゃん拳) is the Japanese equivalent of Rock Paper Scissors. Although the Rule and gesture are same in English. Rock beats scissors, scissors beats paper, paper beats rock. But here we have some fun equipment added in, come and have an excited battles and win the prize away!



Dates & Times:

**6th September 2019 (Fri) : 2.00pm –2.30pm,
4.00pm-5.00pm, 5.30pm-6.00pm**
8th September 2019 (Sun) : 5.30pm – 6.00pm

Also, more activities such as Muslim instagramer talk show and Jihan Muse awaits you.

*All activities are subject to change without any notice.

To find out more, kindly visit **Japan National Tourism Organization's Malaysia Website: www.jnto.org.my**

Please visit and like **our Facebook Page (Visit My Japan) <http://facebook.com/Visit.My.Japan/>** and get more info.

JNTO Kuala Lumpur Office

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